The Office of Admissions

- Recruitment
- Strategic Communications
- Events, Tours and Customer Service
- Systems and Processing
Recruitment

• Updates on staff (posting and hiring in progress):
  – Southern/Central Regional Representative
  – Additional Chicago Regional Representative
  – Transfer Counselor in DeKalb

• Fall semester by the numbers:
  – 320 high school visits
    • Fall 2014: 307
    • Fall 2013: 275
  – 103 community college visits
    • Fall 2014: 64
    • Fall 2013: 65
  – 131 college fairs
  – 4 state university transfer days/ 6 transfer fairs
  – 40 additional recruitment events (panels, application workshops, on-the-spot events etc.)
  – 6,000+ admitted student phone calls by admissions counselors
Events, Tours & Customer Service

- Hosted NIU’s *first ever* Saturday Open House on 11/14
  - Attendance outpaced every other open house by over 4%
    - Over 800 students, over 2,000 total attendees

- Continue to expand our Northern Ambassador program
  - Allows for additional tours and group visits
    - Up to 54 undergraduate leaders
    - Over 6,500 visitors on campus since June

- We have hosted over 70 special groups on campus, including many high schools and community based organizations and the following community colleges:
  - Rock Valley College
  - McHenry County
  - Elgin
  - Sauk Valley
  - Highland
  - Waubonsee
Strategic Communications

• Calls
  – Over 20,000 outbound calls this semester
    • Fall 2014: 20,920
    • Fall 2013: 20,758

• Associate Director of Strategic Communications hired
  – Will oversee and implement communication plans
    • Email
    • Text
    • Print/hard copy
    • Vendor hosted web presence/social media

• Admissions’ main website has been updated

• Over 300,000 prospective students have heard from NIU admissions since June 16th
Systems & Processing

• 7 processors have been hired
  – Jump in admit numbers is largely due to improved training and a stronger staff
  – Processing anomalies rectified

• Streamlined College Review, Sponsorship Review and Reinstatement Review workflow introduced in November
  – Eliminates paper process and associated expense
  – Speeds time to decision for these review cases

• Orientation registration for fall of 2016 will go live on January 31, 2016
  – For 2017, projected go live in October
    • Over 6 months earlier than in previous years
NIU was the *first* university in Illinois to fully adopt the new AP law
- HB 3428: requires all public universities to award college credit to students who submit Advanced Placement (AP) Exam scores of 3 or higher
  - Received accolades from the IBHE and The College Board

Admissions was awarded a $20,000 grant for recruitment from the NIU Foundation Board

Acted as requested speaker at two national conferences
- Hobsons U: for our CRM “renaissance” (July 26)
  - one of the most highly ranked and well attended sessions
- National Association for College Admission Counseling (October 1)
• Illinois is adopting the SAT
  – First in-school exam date projected for April
  – Requires shifts in name purchase frequency and type
  – Must revamp internal processing to accommodate different test scores and sub-score reports

• Prior-prior year FAFSA changes
  – Take effect in 2017

• The state of Illinois isn’t producing more high school graduates
Opportunities and challenges...

Total Number of Projected High School Graduates in Midwestern States

- Illinois
- Indiana
- Iowa
- Kansas
- Michigan
- Minnesota
- Missouri
- Nebraska
- Ohio
- Wisconsin

- 2014-15
- 2019-20
- 2024-25
Thank you!